

New Jersey Urban League
for Social Service Among Negroes
58 West Market Street
Newark 3, New Jersey

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Roy E. Norris, Industrial Relations Secretary of the New Jersey Urban League, announced today the Fourteenth Annual Vocational Opportunity Campaign of the National Urban League, to be observed in Newark from March 10 - 16.

The Vocational Opportunity Campaign is designed to (1) help Youth prepare today for the occupations of their choice, (2) to stimulate youth to become aware and make use of community resources in their preparation for and securing employment, and (3) to interpret to employers and to the American public the resources to be found in these young people.

This Campaign comes at a time that is pregnant with possibilities of economic murder of members of minority groups. This campaign is vital to every Negro citizen. Before our very noses we are experiencing insidious creeping unemployment and attendant ills that come when people cannot utilize their skills in remunerative employment. The war occasioned opportunity which enabled Negroes to develop many production skills. Today many of these skills cannot be marketed, and the number of Negroes possessing these now useless skills is so large that our chances for economic survival are being quietly buried. Negroes must train and re-train for peace-time jobs! Employers must recognize the ability to produce, regardless of creed, color, or national origin.

Cooperating in this year's Campaign are the Vocational Schools of Newark, various community agencies, and churches. Several profitable preparatory meetings have already been held, and all indications point to a highly successful week.

Mr. Charles A. Ward is handling the details of the Campaign from the League office. Mrs. Ethel Williams, Industrial Secretary of the Jones Street YWCA, is Chairman of the Program Committee. Working with her are Mrs. Gladys Churchman, Executive Secretary, Friendly Neighborhood House; Miss Mazie Sloane, Court Street YMCA; Mr. Richard E. Brown, Field Assistant, Boy Scouts of America; Mr. Aubrey Semansco, Newark Boy's Club; and Miss Charlie Mae Bankston, NAACP Youth Council.